



# The Mayo College MAIL



• Saturday, February 21, 2009 • Issue No. 4 •

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## HAVE YOU BEEN CROSS-SOLD?

**Service organizations** are realizing that it is easier to sell **premium products** to existing customers than seek out new customers. Here is an incident of Mr. ABC and his friend who are **CROSS-SOLD** in a restaurant.

MR. ABC and his friend beckoned the waiter and was supposed to give an order of two cold coffees, but here's what happened:

Waiter: Good evening Sir, how are you doing today?

ABC: Fine. Thanks.

Waiter: Sir, our evening special for the day has just got ready, would you like to try it?

ABC: What is it?

Waiter: Warm chocolate doughnut.

ABC: hmm...okay. May be half?

Waiter: Sir, it is quite small, just palm sized.

ABC: okay, then we'll have two of that

Waiter: with some whipped fresh cream on top?

ABC: (hmm...sounds creative) okay

Waiter: And your drink order sir?

ABC: Two cold coffees please

Waiter: With ice cream or fresh cream? We have vanilla and chocolate.

ABC: (not cream again...) one with vanilla, one with chocolate.

Waiter: Sir, would you like some chocolate gratings on your vanilla ice cream?

ABC: (hmm...) okay

Waiter: How about you sir? (Looking at my friend), would you like some crumbled cookies as a topping on your chocolate ice cream?

ABC: Okay.

Waiter: Thanks Sir, I'll be right back with your order. After the waiter went away, Mr. ABC and his friend just stared at each other. Both of them realized what had happened. But it was too late. They got "cross-sold". They just wanted to buy two simple plain cold coffees,

but the waiter had politely managed to tempt them into ordering much more than what they planned to. How could two intelligent people fall prey to this textbook salesmanship? Well, what can be said is, "it happens". When they got the final bill, they realized that if they had stuck to their original choice, they would have paid only one-third of the bill amount! The waiter had achieved two things: one, he made them order something in addition to just coffee (this increased the revenues); two, he made them choose the paraphernalia like the crazy cookie topping (which no doubt cost less in absolute terms but boosted the profit margin).

Watch out!

So, why has "cross-selling" and "up-selling" become so rampant lately? Its success can be attributed to three factors: a) the high incentives for sales staff to cross-sell and up-sell; b) the irrationality of customers (although economists believe the contrary) to do crazy things that defy logic when coaxed by well-sounding advice; c) the ignorance of customers.

The next time you are short-listed for a "special scheme" or "exclusive offer" for being a valued customer, you know what to keep in mind. About the waiter in the restaurant affectionately tempting you to go for the dessert, I will leave it for you to decide if he is just trying to display his hospitality or if he has a hidden agenda to increase the profit margin.

1. The Mayo College Mail, Saturday, February 21



# HINDI DEBATE - SENIORS

The hindi debate for the seniors was held this week. The results are as follows:-

## HOUSEWISE POSITIONS

- 1st - B.T. House
- 2nd - Rajasthan House
- 3rd - Jodhpur and Bharatpur House

## INDIVIDUAL POSITIONS

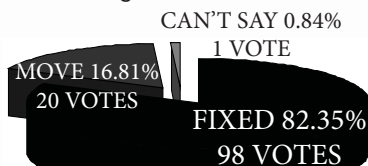
- 1st - Adhinav Thakur
- 2nd - Gaurav Pratap
- 3rd - Shobhit Modi

# QUOTABLE QUOTES

- "Striving for success without hard work is like trying to harvest where you haven't planted"*
- "It's better to be unpopular than to be cheaply popular"*
- "Your aspirations are your possibilities"*
- "Zeal without knowledge is fire without light"*
- "There is no elevator to success. You have to take the stairs"*
- "Teachers open the door. You enter by yourself"*
- "Reach high, for stars lie hidden in your soul. Dream deep, for every dream precedes the goal"*

## OPINION POLL

Which is better- Fixed Seating Arrangement or moving from class to class?



**Next week's poll-** Should Hanuman Chalisa be restarted in the temple?(Submit your opinion on MAYOONLINE)

# TREES

**SIDHARTH CHUGH**

*Trees are the kindest things I know  
We should always let them grow.  
Trees give us medicines, rubber and shade  
So that our smiles don't fade.  
They keep giving us and do not harm  
Thus, cutting trees is a big environmental alarm.*

*The roots of the trees are very strong  
Birds sitting on them sing lovely songs.  
The trunks of the trees are very thick  
Medicines made from them cure people who are sick.*

*Trees give us fruits and vegetables  
They are as sweet as grandma's fables.  
Trees give us precious oxygen to live  
Alas! We don't know what to give.*

*We rather cut them down  
And laugh like a clown.  
Still they keep on giving their things to others  
But in human society, nobody bothers.  
Personally, I don't like the cutting of trees  
People who cut trees should be freezed.*

## OBITUARY

We regret to inform the school community of the passing away of Mr. P.K.Vyas's (Estate Office) mother on February 15, 2009. Our heartfelt condolences go out to the bereaved family.

## SUGGESTION BOX

*What are your suggestions about the Mayo College Museum?*

Send us your suggestions at [editor@mayocollege.com](mailto:editor@mayocollege.com).  
The best ones would be published in the next issue.



## BLIND LOVE

MRIDUL GODHA

There was a blind girl who hated herself just because she was blind. She hated everyone, except her loving boyfriend. He was always there for her. She said that if she could only see the world, she would marry her boyfriend.

One day, someone donated a pair of eyes to her and then she could see everything, including her boyfriend. Her boyfriend asked her, "now that you can see the world, will you marry me?" The girl was shocked when she saw that her boyfriend was blind too, and refused to marry him.

Her boyfriend walked away in tears, and later wrote a letter to her saying-"JUST TAKE CARE OF MY EYES PLEASE."

This is how humans change when their status changes. Only a few remember what life was before, and who has always been there in the most painful situations.

## A CHANCE TO START

**How often do we wish for another chance  
To make a fresh beginning.  
A chance to blot out our mistakes  
And change failure into winning.**

**It does not take a special time  
To make a brand-new start,  
It only takes the deep desire  
To try with all our heart.**

**To live a little better,  
To always be forgiving.  
To add a little sunshine,  
In the world in which we are living.**

**Never give up in despair  
Nor think you are through,  
For there's always tomorrow,  
A chance to start anew.**

## THE TWO FROGS

RIDDHAM SINGHVI

A group of frogs were traveling through the woods, and two of them fell into a deep pit. When the other frogs saw how deep the pit was, they told the two frogs that they were as good as dead. The two frogs ignored the comments and tried to jump up out of the pit with all their might. The other frogs kept telling them to stop, that they were as good as dead. Finally, one of the frogs took heed to what the other frogs were saying and gave up. He fell down and died.

The other frog continued to jump as hard as he could. Once again, the crowd of frogs yelled at him to stop the pain and just die. He jumped even harder and finally made it out. When he got out, the other frogs said, "Did you not hear us?" The frog explained to them that he was deaf. He thought they were encouraging him the entire time.

This story teaches two lessons:

1. There is power of life and death in the tongue. An encouraging word to someone who is down can lift them up and help them make it through the day.
2. A destructive word to someone who is down can be what it takes to kill them. Be careful of what you say. Speak life to those who cross your path. The power of words... it is sometimes hard to understand that an encouraging word can go such a long way. Anyone can speak words that tend to rob another of the spirit to continue in difficult times. Special is the individual who will take the time to encourage another.

## KILLING ENGLISH

**Here are some furious teacher-to-student dialogues heard in the campus this week:**

*"All absentees please stand up"*

*"If you have got a PSP, I will confiscate you"*

*"These black boards are white black boards"*

*"Don't show your teeth whole of the day everyday"*

*"Please give me a red pen of any colour"*

*"Eat your medicines after sleeping and before waking up"*

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Did you also hear any such dialogues in the campus? If yes, then you can send them to the Mail at [editor@mayocollege.com](mailto:editor@mayocollege.com).

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## ILLUSION



How many faces can you see in this illusion?

## HUMOUR

TEACHER: Why are you late, Frank?

FRANK: Because of the sign.

TEACHER: What sign?

FRANK: The one that says "School Ahead, Go Slow".

## Ripley's ~~Believe~~ Believe It or Not!

MR. NITIN KUMAR (BIO. DEPT.)

The word "queue" is the only word in the English language that is still pronounced the same way when the last four letters are removed!

Beetles taste like apples, wasps like pine nuts, and worms like fried bacon!

Of all the words in the English language, the word 'set' has the most definitions!

What is called a "French kiss" in the English speaking world is known as an "English kiss" in France!

"Almost" is the longest word in the English language with all the letters in alphabetical order!

"Rhythm" is the longest English word without a vowel!

In 1386, a pig in France was executed by public hanging for the murder of a child!

There is a city called Rome on every continent!

It's against the law to have a pet dog in Iceland!

Horatio Nelson, one of England's most illustrious admirals was throughout his life, never able to find a cure for his sea-sickness! Right handed people live, on average, nine years longer than left-handed people!

## LIBRARY BOOKS

- Skeleton Coast - Clive Cussler
- Blood Ties - Pamela Freeman
- Last Light - Alex Scarrow
- The Peacock Throne - Sujit Saraf
- The Killing Ground - Jack Higgins
- The Charlemagne Pursuit - Steve Berry
- Business Stripped Bare - Richard Branson

## THIS WEEK

- Forever In Blue - Ann Brashares
- The Overlook - Michael Connelly



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[editor@mayocollege.com](mailto:editor@mayocollege.com)

EDITOR-IN-CHIEF: Mridul Godha SENIOR EDITORS: Krishit Arora, Kushagra Agarwal, Sidharth Chugh

ASSOCIATE EDITORS: Parth Parashar, Ankit Mittal, Tejas Singh, Maanav Saraf

SPECIAL ASSISTANCE: Mr. Rakesh Alfred

SPECIAL THANKS TO: Mr. D.S. Jhala, Computer Dept.